

SAVANNA WILLIAMS

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Portfolio: www.savannawilliams.com

EXPERIENCE

AMC HEALTH (Remote patient monitoring- www.amchealth.com)

UI/UX Designer

Remote
Sept 2021 – Present

- I create workflows, wireframes, interfaces, prototypes, and other UX design deliverables.
- I work directly with the engineers and the business team to bring products from idea to execution.
- I collaborate cross-functionally to assist with the implementation of usability and accessibility-focused features.

A CULTIVATED NEST (Frugal lifestyle website- www.acultivatednest.com)

UI/UX Designer

Remote
Feb 2015 – Sept 2021

- Organized and led the big website redesign in 2015, collaborating with web developers. Communicated with the primary stakeholder frequently to retain the core brand personality. Presented changes frequently to the stakeholder to help facilitate a frequent feedback loop. The redesign reduced the website bounce rate by 7%.
- Developed the new website's design system and the new style guide for website and marketing graphics.
- Developed the redesigned email newsletter template, increasing click-through rates by 3%.
- Analyzed data from 15,000 email subscribers and used outputs to guide marketing and content strategies; 10% increase in email open rates and 2x social shares.

THE DIGITAL DOWNLOAD SHOP (Ecommerce website- www.thedigitaldownloadshop.com)

Owner + Lead UX Designer + Lead Graphic Designer

Remote
Jun 2012 – Present

- Designed the majority of the downloadable planner products and clipart assets.
- Led a team of freelancers consisting of graphic designers and content writers. Developed the brand style guide, and trained the team to ensure all work stayed on brand.
- Led the new Shopify website launch through several iterations, and developed the website's design systems.

EDUCATION

LESLEY UNIVERSITY

Bachelor of Science in Design for User Experience

Remote
2021

- Dean's List Fall 2020 and Spring 2021
- Cumulative GPA: 4.0/4.0

TREEHOUSE

Front End Web Development Techdegree

Remote
Sept 2020

- Completed nine front-end web development projects using HTML, CSS, and JavaScript.
- Verified certificate available here- <https://www.credential.net/78d348d0-cff7-4f99-bdf6-2505f4cf3a2a>

ANIMATION MENTOR

Diploma in Advanced Studies in Character Animation

Remote
Sept 2014

- Completed all 6 Animation Mentor 3D character animation courses, covering body mechanics and acting.
- Acted as a Peer Buddy from Jul 2014 - Sep 2014, giving weekly feedback to underclassmen.

SKILLS

- Wireframing
- Prototyping
- Figma
- Adobe XD
- Invision
- Balsamiq Wireframes
- User Interviews
- Surveys
- Usability Testing
- Personas
- Empathy Maps
- User Flows
- HTML5
- CSS3
- JavaScript ES6
- Animation
- Collaboration
- Communication